

**The original documents are located in Box 65, folder “August 15, 1972 - Marvin Collins - California Past Voting Analysis” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.**

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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

August 15, 1972

MEMORANDUM FOR:

~~MARVIN~~  
GORDON COLLINS

FROM:

DAN EVANS *[initials]*

SUBJECT:

California Past Voting Analysis

Accompanying this memo is a printout of ticket-splitting in California by Assembly District. There are several machine errors which will be corrected but this gives you a good idea of priority areas.

The highest ticket-splitting counties in the state are Sacramento, Marin, and San Mateo in Northern California. In Southern California ticket-splitting is somewhat less and is concentrated in Los Angeles and San Diego Counties. We have had prepared computer generated maps for these areas. Those for the Bay Area and Los Angeles County are in the hands of Mike Woodson and Jim Gibson respectively. These maps may be used for targeting of blitzes, canvasses, and locations for store-front operations. We have in other metropolitan areas located storefronts in high ticket-splitting areas with some success.

We have also prioritized all the precincts in California by ticket-splitting and are shipping it to Woodson and Gibson.

Please contact me with any questions.

cc: Fred Malek  
Bob Teeter

